



COUNTY OF SAN DIEGO
Great Government Through the General Management System – Quality, Timeliness, Value
DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

UNCLASSIFIED

ASSISTANT DIRECTOR, MEDIA & PUBLIC RELATIONS

Class No. 002274

■ CLASSIFICATION PURPOSE

Under administrative direction, to assist in managing the activities of the Department of Media and Public Relations to provide communication to the public on County functions and issues; to act in the absence of the Director; and to perform related work.

■ DISTINGUISHING CHARACTERISTICS

This is an executive management class allocated only to the Department of Media and Public Relations. The incumbent reports to the Director of Media and Public Relations and has significant responsibility for formulating policy, developing and managing department budget and finances, assisting the Director in managing public information and media activities, and communicating County-wide issues to the public.

■ FUNCTIONS

The examples of functions listed in the class specification(s) are representative but not necessarily exhaustive or descriptive of any one position in the class(es). Management is not precluded from assigning other related functions not listed herein if such duties are a logical assignment for the position.

Essential Functions:

1. Assists in planning, directing, organizing, coordinating and evaluating the overall activities of the Department of Media and Public Relations to provide communication to the media and public on county functions and issues.
2. Reviews and implements procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public through the media.
3. Assists in the planning and scheduling of press conferences, news releases and public service announcements.
4. Assists in the development and implementation of methods for communicating information to the public, by the use of the government television channel, videos, E-Mail, the Internet, brochures, news releases and presentations, graphic displays, photos, fact sheets, directories, or other media.
5. Identifies operational problems and formulates appropriate solutions.
6. Assists in developing the department's annual budget and monitors revenue and expenditure transactions.
7. Conducts fiscal analysis and performs cost projections.
8. Acts in the absence of the Director and represents the Director at various media events or meetings.
9. Prepares executive level correspondence and reports.
10. Makes public presentations to the media and other agency representatives.
11. Establishes and maintains diplomatic relations with County management, elected officials, County department directors, and the media.
12. Coordinates communication efforts with employees, e.g. the publication of a monthly newsletter.
13. Performs special projects and studies as assigned by the Director.
14. Supervises subordinate staff.

Non-Essential Functions:

1. Schedules tours and civic events.

■ KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Techniques and methods of planning and implementing a public information program for a large organization that has countywide or regional audiences.
- Techniques in planning press conferences and media news releases.
- Methods and techniques used in writing speeches.
- Methods and techniques used in evaluating public attitudes regarding countywide operations and issues and the determination of public affairs needs.
- Principles and practices of supervision, training, and general administration.
- The General Management System in principle and in practice.

Skills and Abilities to:

- Assist in planning, organizing, directing and evaluating the overall activities of staff responsible for providing communication to the public on County functions and issues.
- Assist in formulating and implementing procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public.
- Direct the development and implementation of methods for communicating information to the public, by the use of brochures, video/dvd presentations, graphic displays, photos, or other media.
- Prepare annual budget and monitor expenditures.
- Prepare executive level correspondence and reports.
- Make public presentations to the media and other agency representatives on information on County issues and decisions.
- Establish and maintain diplomatic relations with County management, elected officials, County department directors, and the media.
- Supervise and train subordinate staff.
- Maintain effective audio-visual discrimination and perception necessary for making observations, communicating with others, and reading and writing.
- Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capacities.

■ EDUCATION/EXPERIENCE

Education, training and/or experience which clearly demonstrates possession of the knowledge, skills and abilities listed above. An example of qualifying education/experience is: a bachelor's degree in business, public administration or a closely related field; AND, five (5) years of comprehensive administrative/management-level experience performing the duties listed above.

Note: Additional years of experience as described above may substitute for the education requirement on a year-for-year basis; OR, completion of appropriate course work from an accredited college or university may substitute for the experience requirement on a year-for-year basis.

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for field travel. Employees in this class may be required to use their own vehicle.

Certification/Registration

None required.

Working Conditions

Office environment; exposure to computer screens.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Persons serving in positions in the Unclassified Service do not accrue tenure and serve at the pleasure of the appointing authority (Charter of the County of San Diego Section 909.2).

New : December 22, 2000
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Assistant Director, Media & Public Relations (Class No. 002274)

Union Code: EM

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